



ATHIRA T

■ USER EXPERIENCE DESIGNER

CONTACT

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PORTFOLIO

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ADDRESS

Bengaluru, India

SKILLS

User Experience	Interaction Design
Product Design	Service Design
Behavioral Design	Rapid Prototyping
System Design	User Interface
Universal Design	Design Research

TOOLS

Figma	Balsamiq
Adobe Creative Suite (Photoshop, Illustrator, Adobe XD)	Framer
Sketch	Proto IO
InVision	Lucidchart
	UserTesting

EDUCATION

2017 - 2019

MASTER OF DESIGN

NATIONAL INSTITUTE OF DESIGN, BENGALURU
UNIVERSAL DESIGN

2012 - 2016

BACHELOR OF DESIGN

NATIONAL INSTITUTE OF FASHION TECHNOLOGY, BENGALURU
TEXTILE DESIGN

OTHER

2019

Design Registration | IPR

1. Maternity Active wear capsule collection
Back brace.
2. Pollution Mask

WEBSITE @ATHIRATHOTTADI.COM

EXPERIENCE

2021- Present

AIDASH, BENGALURU

SENIOR USER EXPERIENCE DESIGNER

Intelligent Vegetation Management System

UX Product Owner - Intelligent Vegetation Management System (IVMS), is a **satellite analytics & AI-powered product** with predictive, planning, monitoring & tracking capabilities.

2020 - 2021

LORE IO, NOW ALTERYX MACHINE LEARNING CA, US

UX DESIGN EXPERT

Pharmaceutical SAAS project

Life Science | Data Analytics | Research | User Experience | Strategy for **Oncopeptides, CA, US**
Sierra Oncology, CA, US

No-Code Data Management Platform

Artificial Intelligence | Machine Learning | User Experience No-Code Data Management Platform

2019

INCEDO INC, GURUGRAM

USER EXPERIENCE DESIGNER INTERN

Pharmaceutical SOI SAAS project

Life Science | Data Analytics | Research | User Experience for **Genentech Inc, US.**

Fintech - Banking Portal SAAS project

Data Analytics | Research | User Experience
Payment and Reward system for **Elan Financial Services, US.**

Fintech - Marketing Strategic design

Research | User Experience
User Research and design in order to reduce drop offs from the landing page for **Key Bank, US**

2017

HINDUSTAN UNILEVER LTD, MUMBAI

EXPERIENCE DESIGN INTERN

Experience Design project for **Surf Excel, India.**

2018- 2019

NATIONAL INSTITUTE OF DESIGN

DESIGNER | EARN WHILE YOU LEARN

Central Institute Plastics Engineering and Technology, Government of India

Brand Identity Design

Deendayal Port Trust, Government of India

Brand Identity Design

2016- 2017

MEEKHALIO, SHEFCOZ

TEXTILE DESIGNER & MERCHANTISER

Chanderi Cluster Collection | EcoFusion Luxe Textiles

Linen x Soy x Banana Fiber into Capsule Collection

Kota Doria x Fulia Cluster

Handloom Collection x Khadi Collection

Chanderi Water Table Conservation Project

Regenerative Design | Community-Driven Conservation

2013- 2024

FREELANCE DESIGNER

Brand Identity Design | Product Design | User Experience Design |
Art Direction